HPE Artificial Intelligence Transformation Workshop

Quickly identify opportunities to maximize your return on data

Why should I care about AI?

Once the domain of science fiction, artificial intelligence (AI) is the next major wave of digital transformation. AI makes it possible for machines to learn from data, adjust to new inputs, and perform human-like tasks.

You can put the power of AI to work for your business right now, with applications and use cases such as:

- Voice and facial recognition
- Smart cars
- Prescriptive maintenance
- Fraud detection
- Data security
- Financial trading
- Smart cities
- Healthcare/predictive diagnosis
- Marketing personalization and recommendations
- Chatbots and virtual assistants

When and how will you embrace AI to transform the business?

Data is everywhere, and ever increasing in quantity and complexity. But there's a major difference between data, information, and actionable insights. So, it's no wonder many organizations are beginning to lose sight of what to do with all this data—and feel unsure as to whether they're fully leveraging data for the deeper insights, more personalized interactions, and process automation that can drive competitive advantage.

This data dilemma is making artificial intelligence (AI), **big data**, and **advanced analytics** the heart of enterprise digital transformation. In fact, these are the top three initiatives reported by business leaders.[1] However, most organizations don't believe they're prepared for the next wave of digital transformation, with 60 percent reporting they have no formal strategy in place.[1]

Go beyond the hype to learn how AI can make a measurable difference
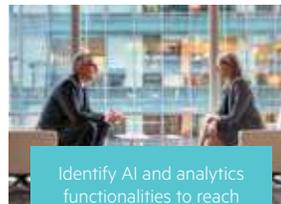**Start your journey with an HPE Artificial Intelligence Transformation Workshop**
At HPE we understand that AI, data, and analytics initiatives are on a continuum that's driven by business needs and goals. Each organization has a unique path toward building a data foundation, developing advanced analytics solutions, and experimenting with AI for select use cases.

Take the first step on your journey with a one-day AI Transformation Workshop for key data, business, and IT stakeholders. Depending on your needs and goals, senior **HPE Pointnext** AI and data experts will help you:

Explore use case objectives and priorities for business, data, and IT stakeholders	Identify AI and analytics functionalities to reach your objectives	Identify dependencies and data sources to develop an intelligent data strategy
—— **Examine possible use cases** ——	—— **Ascertain insights and decisions** ——	—— **Define a high-level roadmap** ——

[1] Voice of the Enterprise – Digital Pulse survey, 451 Research, 2018.

HPE for AI, data, and analytics

HPE Pointnext Centers of Excellence—expertise for exploring, experimenting, and evolving your AI, data, and analytics solutions.

HPE GreenLake—a unique suite of on-premises, consumption-based solutions for your top data, analytics, and infrastructure workloads.

HPE Compute and **Storage** from **Hybrid IT to Edge**—Modern, high-performance infrastructure solutions for GPU, data-intensive workloads, edge/**IoT analytics** and secure data management.
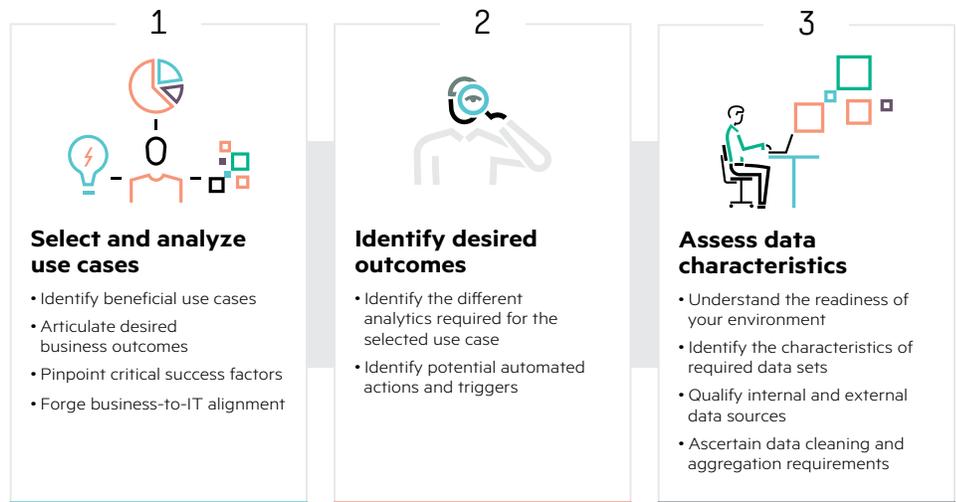
Hewlett Packard Labs—Innovations such as memory-driven computing, cookbooks for deep learning workloads based on extensive benchmarking.

Partner ecosystem—technology and cloud partners offering data and analytics solutions.

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What to expect

During the workshop, you will select priority use cases aligned to your business, discover the areas that need attention, and create a high-level plan with opportunities, obstacles, and critical success factors that are specific to your needs. The plan also includes a proof-of-value recommendation for your select use case for you to move to an experimentation stage with your own data and in your own environment.

HPE Pointnext experts follow a simple three-step approach:

1

Select and analyze use cases

- Identify beneficial use cases
- Articulate desired business outcomes
- Pinpoint critical success factors
- Forge business-to-IT alignment

2

Identify desired outcomes

- Identify the different analytics required for the selected use case
- Identify potential automated actions and triggers

3

Assess data characteristics

- Understand the readiness of your environment
- Identify the characteristics of required data sets
- Qualify internal and external data sources
- Ascertain data cleaning and aggregation requirements

HPE Pointnext for artificial intelligence, data, and analytics

After you've explored your options through the HPE Artificial Intelligence Transformation Workshop, you can continue on your journey with a proof-of-value based on your priority use case. When ready, you can expand the solution with a secure implementation, modernization, or consumption model.

Leverage global HPE Centers of Excellence to accelerate your AI, data, and analytics initiatives and realize better ROI from deployments. Tap into a team of data scientists, solution architects, technologists, and consultants who develop and deliver advisory and professional services in partnership with Hewlett Packard Labs, HPE product teams, and HPE data solution partners.

Learn more at
hpe.com/services/ai-data
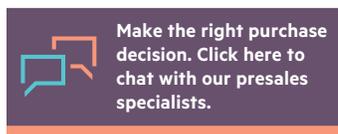
Integration and Performance Services

Operate and Improve

Operation and Improvement Services enable you to get the best performance from your existing IT and stretch your budget further.

Keep pace with changing business requirements. Your organisation is working faster and smarter than ever before to stay relevant in today's ever-changing market. IT needs to move at business pace so full advantage can be gained. At the same time, IT must overcome the increasing complexity that is inherent with IT operations today. Budgets are under pressure as IT organisations are asked to do more with less and at the same time the skills and expertise to drive new initiatives are scarce and costly to acquire.

Leverage proven services and methodologies from the experts at HPE Pointnext to get the best performance from your existing IT and stretch your budget further. Our tools and expertise can help you improve operational efficiency, address skill and resource gaps and help with projects as and when you need them, using onsite HPE Pointnext technical resources.

Assessment and Health Check Services

Keeping your IT systems in peak condition can be complex and time consuming. HPE Pointnext will analyse your IT environment using our expertise, IP and tools, then provide a report which highlights the performance and status of your IT infrastructure. We also provide a set of recommendations to help maintain or enhance the performance of your IT infrastructure and enable you to achieve maximum return on investment. If you need help implementing some or all of the recommendations, HPE Pointnext experts are available to scope and assist on the work.

ITSM Services

Rather than infrastructure, people and processes are the primary cause of downtime. It's imperative that your IT teams and processes operate correctly. Our IT Service Management experts can provide a range of cost-effective assessments to address people, process and technology concerns involved in the delivery of your critical IT services.

We're with you every step of the way

Boost your IT performance today, modernise for the future, and maximise your return on investment over your entire IT lifecycle.

Retire and Sanitise
Advise, Design and Transform
Deploy
Integrate and Migrate
Operate and Improve

See the brochure for details

Optimisation and Performance Services

Minimise risk of downtime due to firmware issues and maintain your overall IT infrastructure at its peak performance level. Deep knowledge and specialist skills are required to successfully resolve performance incidents. This is where the HPE expertise can help speed up your organisation's IT performance.

The HPE Performance Services specialists are experienced technical consultants, experts in the areas of performance consulting and capacity planning. Performance investigations will provide analysis and recommendations that will be implemented into your IT environment to improve performance, maintain availability and interoperability.

HPE Education Services

We offer Management of Change consulting services, technical training courses, service management and digital learning subscriptions. These services prepare your workforce to successfully address ongoing business needs for change, speed and transformation. We'll help your team develop the appropriate skills with hands-on labs, simulations, multimodality learning, custom and prepared curriculum, guided learning, and badge incentives.

HPE Service Credits

These are the simplest and most flexible way to purchase and consume technical, operational and professional services from HPE Pointnext and can be purchased in quantities of 10 or 30 credits, over one, three, four or five years.

The HPE Service Credit menu of services provides a wide range of standard and custom services that you can select from. Our Remote Credit Advisor will guide you through the wide range of services within the credit menu and help you select the service that is most suitable to solve your challenge. If you have a level of service that provides an Account Support Manager (ASM) they will provide service selection assistance and credit management activities.

Why choose Integration and Performance Services from HPE Pointnext?

Benefit from innovation built on HPE Intellectual Property. This lowers your risks and costs using proven best practices, automation and methodologies that have been tested and refined by HPE experts through 11,000 IT projects a year.

Work with best-in-class ecosystem partners. Accelerate your business with experienced, certified experts who can assist with a wide range of HPE and multivendor technology.

Get help when, where, and how you need it. Tap into a global delivery organisation in more than 80 countries. Integration and Performance Services are available directly from HPE Pointnext or via our global channel partner network.

Choose from customised, standard or turnkey solutions. Get the ultimate in flexibility with standard deliverable packages for an off-the-shelf solution, or custom services tailored to meet your individual needs.

Learn more at
hpe.com/services/consulting

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Consumption-based infrastructure on your terms

HPE GreenLake Flex Capacity Packages

HPE GreenLake Flex Capacity: An easy and effective answer

To make it faster and easier to rightsize your environment and implement capacity, we now offer HPE GreenLake Flex Capacity packages, which provide preconfigured IT infrastructure to meet common business use cases. These packages focus on specific technologies and include enterprise-grade support, advisory, and professional services, and installation services of HPE Pointnext.

HPE GreenLake Flex Capacity packages deliver a consumption-based service, which includes

- Metering—Allowing you to pay for what you use each month[3]

- A buffer of extra capacity installed and ready to use, giving you on-demand access to additional capacity for growth or new projects

- Collaborative capacity planning, to proactively plan for your capacity needs

- Single agreement, single monthly invoice, single portal usage, single point of contact for enterprise support grade

Easy access to the latest HPE technology

HPE GreenLake Flex Capacity packages are available for a wide range of technologies,[4] such as:

- **HPE ProLiant for Azure Stack**—Runs Azure-consistent cloud services on-premises on HPE ProLiant servers and enjoys the benefits of both public and private cloud.

- **HPE Synergy**—Provides composable infrastructure that empowers IT to create and deliver new value instantly. It is a single infrastructure that is designed to reduce operational complexity for traditional workloads and increase operational velocity for the new breed of applications and services.

- **HPE ProLiant blades**—Provide the flexibility to enhance core IT applications with rightsized compute for the right workload to help reach a lower TCO.

- **HPE 3PAR storage**—Delivers flash performance and efficiency to organizations of all sizes via our comprehensive portfolio of all flash, adaptive flash, and hybrid flash arrays.

- **HPE StoreOnce**—Provides a one-stop shop to access the continuum of data protection to meet needed service levels.

- **HPE SimpliVity 380**—Is a powerful, simple, and efficient hyperconverged platform that joins leadership data services with HPE servers and offers the industry's most complete guarantee.[5] It lets you combine your entire infrastructure into a simple, flexible building block, reducing the cost and complexity of your IT environment.

Making consumption-based IT as easy and fast as possible

HPE GreenLake Flex Capacity packages are designed to

- Enable efficient use of capital with no upfront investment required

- Mitigate long procurement cycles to remain ahead of the competition

- Reduce costs by paying only for what you use[6]

- Deliver peace of mind with infrastructure capacity that grows ahead of demand

- Add available capacity in minutes, not months with built-in scalability

- Reduce complexity with a complete service that includes all hardware and services from HPE Pointnext to install and support the infrastructure

Learn more at
hpe.com/flexiblecapacity

3, 6 Above a minimum commitment.

4 Please consult your HPE representative or HPE authorized channel partner for the most up-to-date information about currently available HPE GreenLake Flex Capacity packages.

5 **HPE SimpliVity HyperGuarantee**.

Make the right purchase decision. Click here to chat with our presales specialists.

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Modernize IT Operations

HPE Datacenter Care helps create new business outcomes and value

More than 4000 customers across the globe have modernized IT using HPE Datacenter Care. They know first-hand the value of **optimizing** daily tasks, **integrating** technology for simplified management, and **streamlining** delivery of IT for more cloud-like experiences.

Assigned team
Experts that understand your IT and business

Proactive support
Tools and best practices that help you get ahead of issues

Inclusive support
Complete coverage from edge to cloud

Flexible approach
Adapts as you expand and grow

Priority access
Personalized support experience

But don't take our word for it. See what satisfied customers have to say.[1]

Optimize
Stabilize, automate, and scale IT operations to simplify day-to-day tasks

"HPE Datacenter Care has proven to encompass all our requirements in running mission-critical systems ... ensuring that we receive the **best-in-class support** in both proactive and reactive scenarios."

Robbie Blake
IT Manager, DAA

Evandro Etchebere
IT Manager, Cooperativa Veiling Holambra

"We rely on the HPE Datacenter Care team to ensure improved planning, so we can mitigate risk and get ahead of issues before they happen. HPE Datacenter Care processes help provide **rapid response and resolution to IT issues**, which gives us **peace of mind**."

95% of surveyed organizations rate HPE Datacenter Care's focused delivery of agreed action plans as valuable

**60%** reduced incident management

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Integrate
Centralize expertise and remove multivendor complexity

"We improve the response time for data center incidents and planned maintenance windows. We now focus on core business-related projects by using **HPE expertise for multivendor support**."

Celio Costa
IT Manager, Iron Mountain Do Brasil Ltda

97% of surveyed organizations rate HPE Datacenter Care's incident-management process, including 24x7 coverage, as a valuable benefit

80% reduced time spent managing vendors
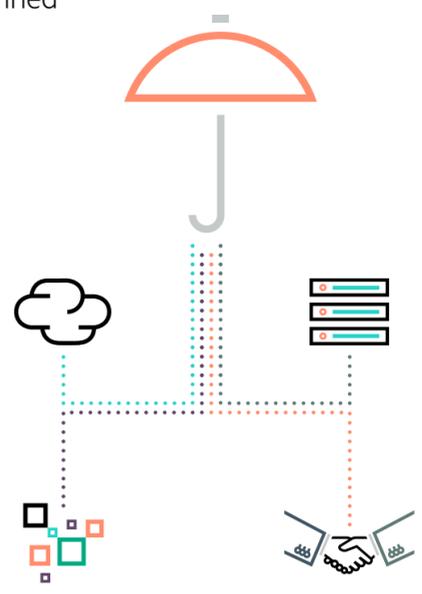
"We get the needed pair of hands to keep **our storage arrays and networks** in optimal condition, which would be a very time-consuming task (if not totally impossible) without HPE Datacenter Care."

Jarkko Kytomaki
IS Manager, Nokia corporation

Streamline
Deliver IT ops as a cloud-like experience

"**Proactive problem handling**, sustainable KPI, and **efficiency gain**, crystal-clear support ownership, and no confusion or unnecessary delay."

Gordon Fong
IT Manager, UBS AG

Server administrator
large enterprise aerospace and defense company

"We have a dedicated multivendor contract ... in-line with our requirements and expectations. **Quality in the delivery** as well as proactive services."

96% of surveyed organizations agree that their HPE Datacenter Care support team cares about their success

"Our Account Support Manager has made the management of our environment and communication with HPE **worth using HPE Datacenter Care**."

Robbie Blake
IT Manager, DAA

Dial one number for all support

98% find value in HPE Datacenter Care's assigned HPE support team

"**We rely on HPE Datacenter Care** to provide critical hardware support for our most important services."

Michael Fay
System Administrator, Growmark, Inc.

Be proactive about potential risks

96% rate HPE Datacenter Care's proactive issue identification and prevention as valuable in supporting efforts to mitigate risks

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It's your turn

Modernize IT from the edge to the cloud with HPE Datacenter Care.
Discover how we can simplify and speed up your day-to-day operations.

Visit **hpe.com/services/datacentercare**

Support your IT devices even after warranty expires

HPE Post Warranty support service

Customers may be deferring new server investments, and instead may be looking to extend the operational lifecycle of existing servers beyond the period of standard warranty. Access to high-quality support for existing systems can be an area of concern. HPE Post Warranty Support Service can help customers overcome their concern.

HPE Post Warranty Support

HPE Post Warranty Support can help you successfully keep your devices supported. HPE provides access to expertise and parts inventory that helps you focus on your business and future IT journey.

Ready access to expertise
Reduce the need to maintain high level of in-house expertise for legacy servers.

Proven legacy system support
Helps maintain cost-effective server support investment.

Fast, reliable response
Committed call-to-repair or response time offers include high-quality remote problem diagnosis-helping to deliver predictable service levels.

Benefits

Continued access to high level of product expertise and parts to maintain server availability on HPE ProLiant or BladeSystem servers coming out of the manufacturer warranty period or the equivalent HPE support services warranty uplift.

Service overview

HPE Post Warranty Hardware Support Service includes:

Immediate problem reporting
You can report a problem (make a service request) 24 hours a day, seven days a week, regardless of the chosen response time window. The service request is logged for the next contract service window based on your entitlement.

On-site hardware support
For issues that cannot be resolved remotely, an HPE authorized service professional provides on-site support.

The HPE service professional arrives on-site within the specified time.

The HPE professional delivers the service, either on-site or remotely, until the products are operational or as long as reasonable progress is being made.

Work may be temporarily suspended if additional parts or resources are required, but can resume when they become available.

The HPE professional returns covered hardware products to operating condition.

Options include:

- Next Business day or 24x7, four-hour response time

- Six-hour call-to-repair service[1]

Improved support experience with connected products
By connecting, you will receive 24x7 monitoring, pre-failure alerts, automatic call logging, and parts dispatch.

Parts and materials
HPE provides HPE-supported parts and materials.

Replacement parts are new or functionally equivalent to new in performance.

Escalation management
Formal escalation procedures, coordinated by local HPE management, facilitate the resolution of complex problems.

Get connected—Customer access to electronic support information and services
- Connect devices to HPE for 24x7 monitoring, pre-failure alerts, automatic call logging, and parts dispatch

- Access HPE Support Center to help manage your IT anywhere, anytime, from any device

- Downloads of select HPE software and firmware patches

- Support forums for solving problems and sharing best practices with other users

- Expanded web-based searches of technical support documents, for faster problem-solving

- HPE Proactive Care Post Warranty Support is also available for customers who would like an enhanced call experience and help minimizing problems before they occur

- HPE support services for defective media retention (DMR) and comprehensive defective media retention (CDMR) are available options

What is not included

This service does not include some activities.

For example:

- Backup, recovery, and support of the operating system, other software, and data

- Operational testing of applications or additional tests requested by the customer

- Troubleshooting for interconnectivity or compatibility problems

- Support for network-related problems

- Services required due to failure of the customer to incorporate any system fix, repair, patch, or modification provided to the customer by HPE

- Services required due to failure of the customer to take avoidance action previously advised by HPE

- Time for disk mechanism rebuild or sparing procedures

- Situations where a logical unit number (LUN) may be blocked to preserve data integrity

- Any period of non-availability not directly caused by the hardware fault

HPE Pointnext

HPE Pointnext provides a comprehensive portfolio including Advisory and Transformational, Professional, and Operational Services to help accelerate your digital transformation. From the onset of your transformation journey, Advisory and Transformational Services focus on designing the transformation and creating a solution roadmap.

Software support
Delivering assistance with software technical issues, problem identification and resolution, software installation and setup, and software updates.

HPE Proactive Care and Proactive Care Advanced Services
Helps prevent problems and reduce outages with tailored proactive reports and recommendations, plus gives you an enhanced call experience with start to finish case management when there is a problem.

HPE Technology Services Support Credits
Offer flexible services and technical skills to meet your changing IT demands. With a menu of service that is tailored to suit your needs, you get additional resources and specialist skills to help you maintain peak performance of your IT. Offered as annual credits, you can plan your budgets while proactively responding to your dynamic business.

Educational services
Offers you the expertise to meet the full range of your education needs—including the requirements of end users, system administrators, and support personnel. Our online and instructor-led courses build both core and advanced skill sets.

Learn more at
hpe.com/pointnext

[1] Dependent on distance—see **Foundation Care Data sheet** for more details.

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HPE Proactive Care

Keep IT reliable and stable, reduce outages, and focus on driving business results

The challenge

Your business needs you to respond quickly to competitive challenges and new opportunities, requiring flexibility and adaptability from your IT. As a result your IT organization may have increased complexity and new needs all while being cost-efficient. There is too much to do and not enough resources. Is your IT support experience evolving to address the new challenges of your environment?

Why HPE Proactive Care

HPE Proactive Care provides both reactive and proactive service elements for your IT devices and systems and helping you focus on your business. Designed to help reduce problems from occurring and giving you a rapid response when they do occur.

Get up and running quickly
Enhanced call experience with an assigned Technical Support Specialist who manages your case from start to finish and rapid access to technical experts to help resolve issues quickly.

Reduce outages and prevent problems from occurring
Proactive issue prevention with tailored reports for firmware/software revision management, proactive scan (health check) and incident trend reports. This includes a Technical Account Manager reviewing the reports with analysis, recommendations, and advice.*

Ease burden on IT staff
Frees up IT team from day to day maintenance and helps your team to protectively manage firmware/software revisions and other aspects of system health. Allows your IT staff to focus more on business priorities.

Stay informed and in control—solve problems faster
When your devices are connected to HPE, you receive 24x7 monitoring, pre-failure alerts, rapid and accurate diagnostics, automatic call logging, and parts dispatch. Have access to a single consolidated view of your devices, support case tracking, updates, and more.

Learn more at **hpe.com/pointnext**

"We need to avoid downtime at all costs, and we need to carefully plan firmware upgrades and maintenance programs to avoid errors and ensure ongoing operations. We're extremely satisfied with the support and services HPE provides. We expect no less than 100% reliability, and we haven't been disappointed."

– Vegard Skaret, Head of Technical Services Division, Statens Innkrevingssentral

"The Proactive Care Service 24x7 really embodies the HPE vision. From time to time, they give our system a health check and, the part I like the best, they proactively work with us to suggest ways to improve what we have, both by fine tuning what we have, and by suggesting new technology that will improve our system."

– Stewart Zimmel, Online Services Initiative Advisor, The Alberta Teachers' Association

* Proactive reports require that products are connected to HPE for current data and analysis.

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HPE POINTNEXT — VST ECS

HPE Foundation Care

Keep your IT running and free up staff with easy to use support

The challenge

You need help when there is a problem, but support may be complex, costly, and time consuming. Your IT staff may be spending too much time on day-to-day maintenance and not on business priorities. Plus, you need to meet service level expectations and keep devices running.

The support you need, within your budget

HPE Foundation Care provides cost-effective, simplified support when there is a problem. We offer hardware and software support with multiple coverage windows and response times to meet your IT and business needs. Get the support you need to meet your budget and availability commitments for HPE technologies—including: **Servers**, **storage**, and **networking products**, as well as third-party hardware and industry leading software from Microsoft®, **VMware®**, Red Hat®, SUSE, and others.

The benefits you derive from HPE Foundation Care:

Save time
- One place to call for hardware and software problems

Reduce service complexity
- One place to call for hardware and software problems

Keep devices running
- Access to HPE experts via phone or web
- Connect devices to HPE for 24x7 monitoring, automatic diagnosis, call logging, parts dispatch, and information

Get devices up and running when there is a problem
- On-site hardware support—choose the response level that meets your IT and business needs
- Exchange service for select devices
- Access to firmware updates
- Replacement parts from local depot

One place to call
- Access to technical resources
- Hardware and Software operational support
- Software documentation updates—where applicable, access to licenses and updates
- Collaborative software support with Independent Software Vendors (ISVs)

Get the help you need when you need it.

With HPE Foundation Care, you enjoy support that is simple, affordable, scalable, and personal. Choose support from streamlined selection of standardized service levels to help you resolve your problems faster and keep your business running.

"HPE Services provides everything we need. Our departments work every day with HPE and are very happy with the quality and responsiveness of service."

– Alejandro Gaspar, Head of Customer Solutions, JSC Ingenium

Learn more at **hpe.com/pointnext**

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